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Veröffentlichungsversion / Published Version
Zeitschriftenartikel / journal article

Empfohlene Zitierung / Suggested Citation:

Onea, D. (2011). Territorial planning that is reflected in ecotourism in the province of Córdoba. *Cinq Continents*, 1(3), 232-243. <https://nbn-resolving.org/urn:nbn:de:0168-ssoar-290514>

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TERRITORIAL PLANNING THAT IS REFLECTED IN ECOTOURISM IN THE PROVINCE OF CÓRDOBA

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Cite this document:

Onea, D., 2011. Territorial planning that is reflected in ecotourism in the Province of Córdoba. *Cinq Continents* **1** (3): 232-243 [Available online] URL : http://www.cinqcontinents.uv.ro/1/1_3_One.pdf

Territorial planning that is reflected in ecotourism in the Province of Córdoba

Dragoş Onea

Territorial planning that is reflected in ecotourism in the Province of Córdoba. In a booming and offers great potential for rural tourism, among others, in addition to an important source of income and preservation and conservation techniques can work and traditional arts, ultimately the entire rural heritage. At the local level to search for potential resources could effectively capitalize. This is in addition to a set of rules that facilitate cooperation with EU institutions, consulting specialists and rural centers. The agro-ecological pattern into province of Córdoba became a real and effective alternative to destructuring the agricultural landscape of the autonomous region of Andalusia. In the case study Alojamiento Rural Yanem Centro Educación Medioambiental in ecological agro-tourism practices relating to accommodation, food and environmental space are applied using ground and green building techniques. Constructions are based on bioclimatic and organic materials are used for this.

Key words: territorial planning, rural community, region, agro-ecological tourism.

La planificación territorial qué refleja el ecoturismo en la Provincia de Córdoba. Y un auge del turismo rural ofrece un gran potencial, entre otros, además de una importante fuente de ingresos y técnicas de preservación y conservación de su trabajo puede y artes tradicionales, en última instancia, el patrimonio rural en su conjunto. A nivel local busca los recursos potenciales de poder utilizarlos de manera eficiente. Por esto se suma un conjunto de reglas que faciliten la cooperación con instituciones de la UE, los expertos y el asesoramiento para los centros rurales. La agro-ecológicas de provincia Córdoba se ha convertido en una alternativa real y efectiva a la disolución de la paisaje agrícola de comunidad autónoma de Andalucía. El estudio de caso Alojamiento Rural Yanem Centro Educación Medioambiental en el prácticas agro ecológicas en relación con el espacio de alojamiento, alimentación y medio ambiente se aplica en el lugar y el uso de técnicas de construcción ecológica. La construcción se efectúa sobre la base de bioclimática y de que el uso de materiales.

Palabras clave: planificación territorial, comunidad rural, comerca, el turismo agroecológico.

1. INTRODUCTION

Our study is the subject of field research undertaken in Spain, at the "Leonardo da Vinci" RO/2002/PL No. 89 055 / E Proyecto - "Agro-Tourism Environment" held at the Academy Córdoba, in the Andalusian city of the same name.

Generic concept of rural tourism "tourist activity conducted in a rural environment, which provides integrated leisure motivation with the local media contact in relation to local society" [1] was advanced by Fuentes (2005) and adopted by several authors ([2]: 27, [4]: 204-205)].

There can be no ecological tourism unless it falls into the equation rural tourism, rural community traditions and protected areas. Thus, conservation of natural and cultural heritage of the community are closely related to planning, so the development and optimization of welfare.

2. METHODOLOGY AND APPROACH

Our study broachs in the spatial context, the implications of public policies and local community, following aspects of ecotourism in general and specific elements of rural tourism and agro-tourism, with special regard to the ecological agro-tourism. In the same vein follow current tourism context in the region, analysis of the legal, local action plans and administrative frame, stakeholders analysis and implications and not least socio-economic analysis (to identify new resources, and knowledge of land value depending on the quality and usefulness, and territory models based on the creation of management changes all of a sudden)[3].

In addition to the literature study we use interdisciplinary methods: spatial and non-spatial data collection, dichotomous choice contingent valuation method, spatial multi-criteria analysis, survey instrument, type of values to be estimated and field experimental design.

3. RESULTS AND DISCUSSIONS

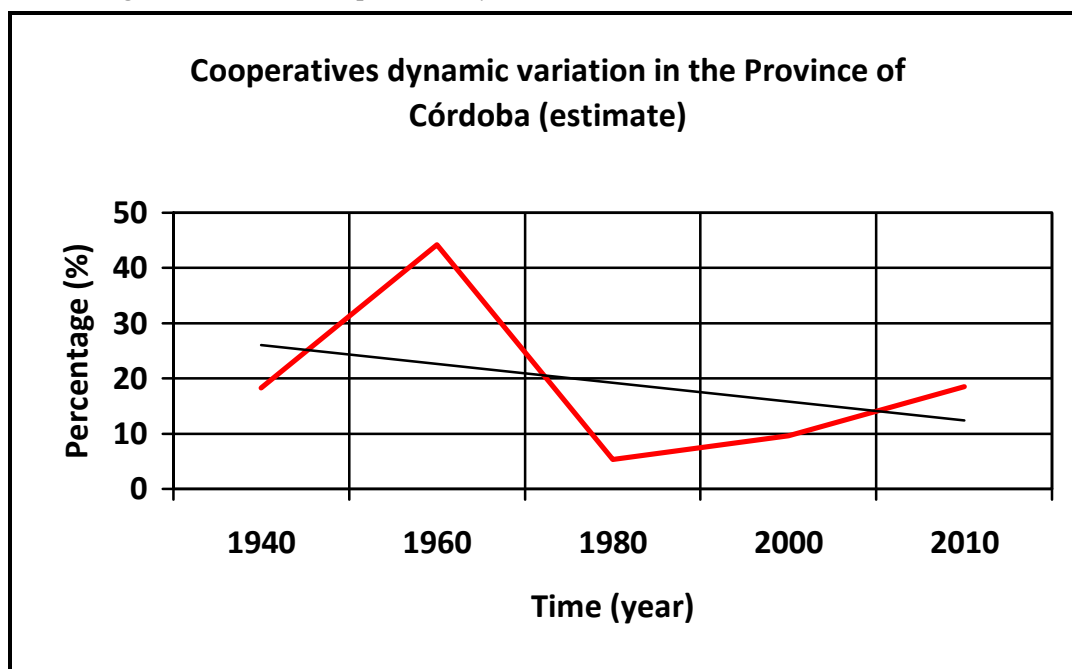
Since the average density of rural population differs significantly from a country to another OECD (from 1993) use different indicators for rural development through the delineation of these chasms, such as population density criterion of 150 local inhabitants per square km, and geographic regional areas are grouped according to the rural population into three groups (predominantly rural, significantly rural and predominantly urban, holding these weights ranging from less than 50% to under 15%)[4]. The specificity of rural tourism is given by the traditional character, is organic, is closely related to agriculture and hence rural community.

Rural environment - Households and ecological farming.

Organic farming is a system of reconciliation and respect for the natural environment, quality production and a higher return to conventional agriculture. In this model farms are managed agro-ecological form of joint (cooperative) representing the dissolution and relocation alternative to agriculture in the area [5]. Size and number of organic producers placed Province Córdoba first in Andalusia with 917 producers (representing the owners of farms, except those working for a family) on an area of 21,544.7 ha or 34.5% (data provided by *Organo the Certification Autonómico y Control de Andalucía*)[5]. In the case of Andalucía this growth can be attributed to the regional Organic Action Plan which supports the development of organic agriculture with different measures [6]. In the area of land organic cultivation from Province of Córdoba prevail olive trees, forest land, dry land with herbaceous, pasture, or agricultural land (i.e. farming).

In the Province of Córdoba are in association (cooperative) 73 presses for olive oil production (18.48%) after the province of Jaen (Figure 1).

Figure 1. Estimate cooperatives dynamics variation in the Province of Córdoba



Source: accomplished after Morales Gutiérrez A. C., Romero Atela T. (2003).

Majority group members, which consists of several boards of management, associations representing the average (between 10 001 and 50,000 pounds of olives delivering to the cooperative), which represents 41.72% of the total number of

members of boards reviewed. Following their importance, small partners/associates, contributing between 2501 and 10,000 pounds of olives to the cooperative, with 21.21%, the minority, very small partners, contribute up to 2,500 kg of olives [7].

In the same side, farm owners has got are still structural and technical level problems, occurring at a time imbalances with implications in the ecotourism activities, motivating increased revenue. Expose here the implications of a model of compromise between the owners, conducted by Gutiérrez Morales A.C. (Table 1) [8]. Determination of partial models show that members of the organization will not oppose to participate in a traditional system: to provide what they want, but to be left alone to do their job. This imaginary does not start formal attitudes, being built by two very important cultural attitudes in the organization most responsible (lead organisation) should focus on the purpose of the organization by eliminating internal barriers and encouraging multidisciplinary and interdependent perspectives.

Table 1. Organizational compromise as "O (Ownership) Theory".

CRT.	EFFECTS	POSITIVE	NEGATIVE
	IMPOSITION OF SANCTIONS	↑Productivity ↑Fairness < Ambiguity ↑Compromise	< Productivity ↑Aggression ↑Absenteeism ↑Turnover ↑Dissatisfaction < Compromise
	INCENTIVE SCHEME	↑ <i>Productivity</i> < <i>Involvement</i> (at work) ↑ <i>Satisfaction</i> ↑ <i>Compromise</i>	< COMPROMIS Factors: - <i>Inequality</i> - <i>Absence of individualization</i> - <i>Inadequacy with the nature of work</i>
	DIRECTIONS OF VALUES	↑Satisfaction <Conflict ↑Submission ↑Compromise	

Source: Morales Gutiérrez A. C. (2002)

Quoting the *del Campo Tejedor, Navarro Luna* (2001, P. 110): "in terms of organization, these associated groups seize the economic association model in which capital-labor ratio has a specific configuration in the sense that workers are also owners of the enterprise. This has several advantages, some of social parte (increased

employment and increased employment prospects), and others for economic part (viability of the project, the competitiveness of production etc.), but, above all, one by an undoubted territorial significance, as the facts show local association that joins significance of these processes endogenous of their products, which allows setting long-term development strategies. With this it can be shown that it can reach viability activity, promoting competitiveness, diversification into other areas of activity not only agri-products (crafts, leisure etc.). After all, these enterprises can configure the system closer to what others have called "multifunctionality of agriculture" (Givord, 2000) and what is ultimately the European rural model" [5].

Rural and farm households are engaged in several activities related or of the farm in order to diversity their income; for instance, the number of holdings carrying out non-farm activities is increasing, according to INE (i.e. tourism – accommodation, recreational activities - in 2005 added 4598 holdings; or processing of agricultural products – e.g. cheese and wine making - added 15014 holdings)[9].

Territorial Planning and ecotourism - an approach to spatial context.

In addition to European projects (LEADER - *Liaisons entre Actions du Développement de l'Économie Rural*, passing principles to local initiative in the national program PRODER)[10] and socio-economic cohesion funds (FSE, FEDER, FEOGA) that finance rural infrastructure, are added and consulting enterprises giving the tourist service providing information, guides or courses (e.g. hotel staff), looking for such resources and how to develop them (e.g. FIR Consultoria/Centro de formación).

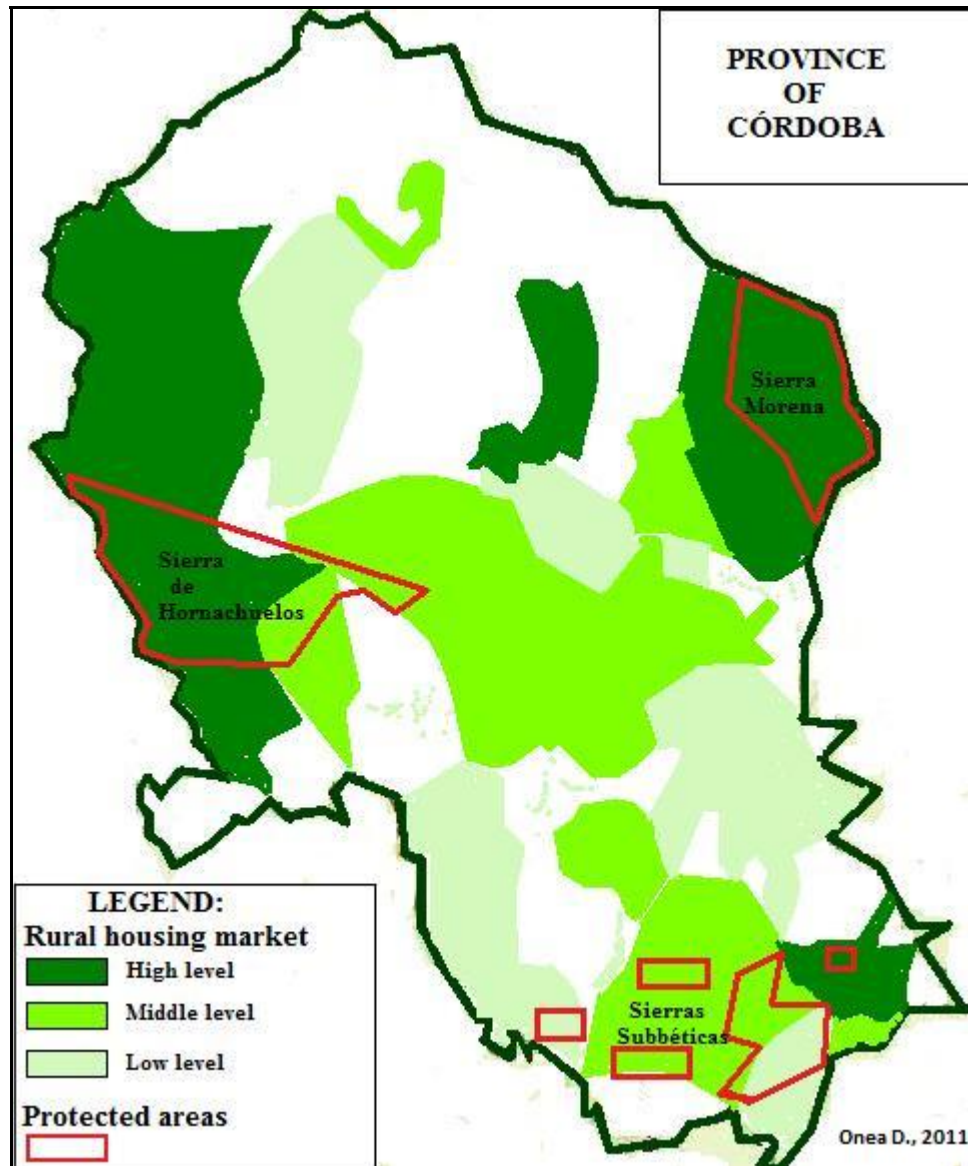
FIR - Formación e Innovación Rural ("The Center of Rural Education and Innovation") is a firm that has as activities: rural and cultural tourism, rural development, tourism services and technical projects, which seek local resources and how to their develop; activity supported by an interdisciplinary team (consisting of specialists in areas such as: history, agronomy, geography, biologists, engineers, technicians, project, technicians in tourism, IT, philosophy).

All identified resources (historic buildings, old houses) come to be rehabilitated and new utility is especially rural tourism. That guide motto is "Here nothing is lost". Thus, any ruined building is included in a tourist complex, so all the villages are rehabilitated and can offer complete tourist packages. After rehabilitation, the product is auctioned and the buyer provides jobs for locals. Everything is being monitored, so that people know that something is done.

Red Andaluza de Alojamientos Rurales - R.A.A.R. (Andalusian Rural Accommodation Network) dealing with smaller accommodation and now has 450

small rural houses and other types of accommodation (e.g. rural hotels)(Map 1). Foreign tourists occupy 26% of the market and 74% are for the domestic market (Polo and Frías, 2010).

Map 1. Rural houses market in relation to protected areas in the Province of Córdoba

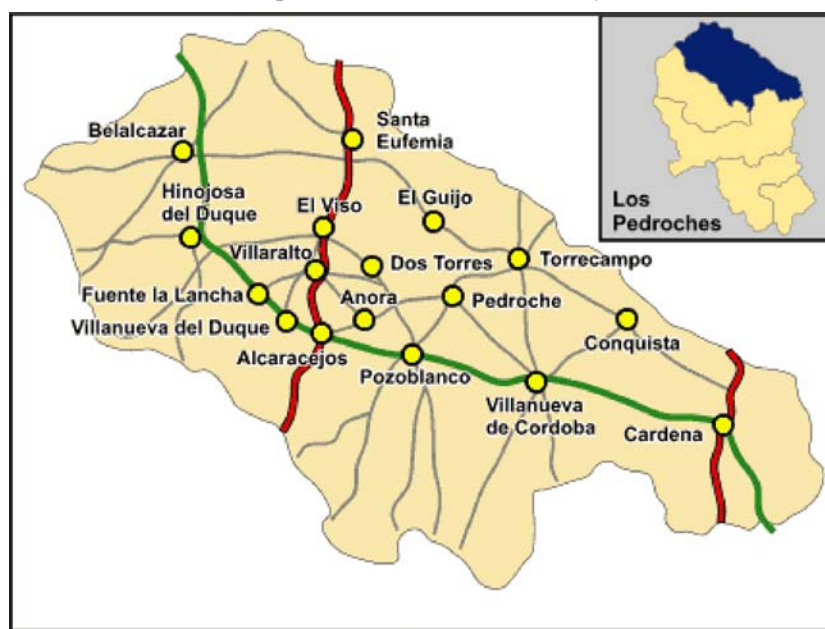


RAAR also encourage rural development and conservation tourist destinations through a variety of means rural development initiative such as workshops and courses to detect new business opportunities.

The regions (*comarcas*) of Córdoba Province: Los Pedroches, Alto Guadiato, Guadalquivir, La Campiña ("Land"), La Subbética; will be brief view studied individually identifying at regional level effects in the dynamics of ecotourism services.

Los Pedroches region (Map 2) [11], in northern province, with characteristic rural landscape, with "non-irrigated grain fields and pastures extensive" (Molinero and Alario, 1994) with a highly specialized technical agrarian, with serious structural problems at plot size and level mining and demographic (aging population due to migration), integrates seventeen communal councils (Añora, Belalcazar, Dos Torres, Pozoblanco, Pedroche, Villanueva de Cordoba, Fuente La Lancha, Alcaracejos, Santa Eufemia, El Guijo, Torrecampo, Conquista, Hinojosa del Duque, El Viso, Cardena, Villanueva del Duque, Villaralto), formed in 1993 in *Mancomunidad de municipios de Los Pedroches* (Los Pedroches Community)[2, 5].

Map 2. *Los Pedroches* Community



Protection and development of the region were established non-guvernment organizations such as the *Asociacion para el Desarrollo de Los Pedroches* (Los Pedroches Development Association), *Mancomunidad de Los Pedroches*, *Grupo de Accction Local* (Group of Local Accction). At the same purpose is achieved by various institutions, European - funded projects related to agriculture and rural development; one of these institutions are C.I.F.A.

C.I.F.A. – Centro de Investigación y Formación Agraria (The Centre of Agricultural Investigation and Education) located in Hinojosa del Duque, use human and technical support of several institutions: Territorial Unit of Employment, Local Development and Technology, School of Business, Chamber of Commerce in Córdoba, Andalusian Employment Service.

In the southern province, region La Campiña, distinguish the ecological enterprise Almazara “Nuñez de Prado” (Olive Oil Mill “Nuñez de Prado”) from Baena (Map 3)[11]. There are 100,000 olive trees, which results products organically in higher quality (organic olive oil enterprise makes a liter of olive oil from 11 kg olives). *Granja Escuela “Fuente Redonda”* (Educational Farm “Fuente Redonda”) teaches children (between 5 to 14 years) of rural life; there are 5 classes and 12 children are assigned a teacher. One important thing is that young children are taught to recycle paper.

In the southern end of the province, La Subbetica region, Zuheros village known for its history (Islamic castle ruins, the Museum of Archaeology - *Iglesia de los Remedios*, a former mosque) but also for local cheese produced in a factory by organic processes (such as cheese with pepper varieties or wood ash) make a distinct mark (Map 4) [11]. To this, add a wide range of locally produced products (wine, olive oil, honey, etc.)[12].

Map 3. La Campiña Region



Map 4. La Subética Region



As regards Natural Reserve Sierra Subbética there are high areas and slopes, altitudes and streight valleys: Los Hoyones, Lapiaz de los Lanchares, la Nava, la Sima de Cabra, the *Sierra de la Horconera*, the Sierra of Rute, *Vueva de los Murcielagos* (Bat Cave) at 4 km to Zuheros, or the source of Hoz River [13].

Accommodation opportunities Zuheros at *Apartamentos de Turismo Rural*.

It goes without saying that “one of ecotourism’s greatest contributions to conservation is the degree to which it can shift community activities from the <threats> category to that of <opportunities>”, as said Drumm and Moore [14].

Agro-ecological environment – case study: rural house Yanem (Alojamiento Rural Yanem Centro Educación Medioambiental)

In addition to the educational infrastructure in place while serves as the traditions and biodiversity recovery center in the region, in terms of respect for the environment. Are used green building materials as: earth, stone (andesite), hemp and cork for insulation.

The soil, with low nutrients, acidic pH (below 5.8), the degree of saturation and hummus containing low (less than 1.8) with frail structure and texture. This leads to technical work as more specific maintenance such as digging, grinding, shaping, improving, weeding (to destroy consuming nutrients weeds that shadows and prevents normal development of crops), covering the soil with straw, for maintaining a normal degree of soil moisture level.

To improve productivity and culture shall be the best crop rotation (e.g.: pre-plant tomato crop is clover, used as animal feed and to improve soil reaction, structure, texture and content of hummus, clover is a nitrogen fixing plant).

In the maintenance of fruit trees is done to clean the stem (the grubs of insects) and whitewashed. Whitewashed solution composed of natural substances, consists of: milk powder, clay and propolis. Milk powder acts as a glue, clay has a role in protecting and ensuring the necessary bark mineral, which has the role of fungicide and insecticide, and antibacterial propolis acts, fungicide and is also used to combat insects. The solution for the whitewashed, made up of nutrients is called “*embadurnar*” (“staining”).

4. CONCLUSIONS

Rural environment proffers an alternative leisure and are based on several factors that lead to providing complete tourism services. This is where local communities intercede with European financial institutions that finance rural infrastructure, thus fetching information and training for research and development sites.

Problems in rural spaces in the matter of agriculture structural level in some places trying to be improved by new policies implemented at the local level and facilitates ecologic alternative complex services, so a solid infrastructure of ecotourism.

As regards agro-ecological association pattern, as an alternative to dissolution involves among other things, increase development and inhabitants income; but on

the other side associations can adhere to compromise and thus the alienation stakeholders reform (Figure 2).

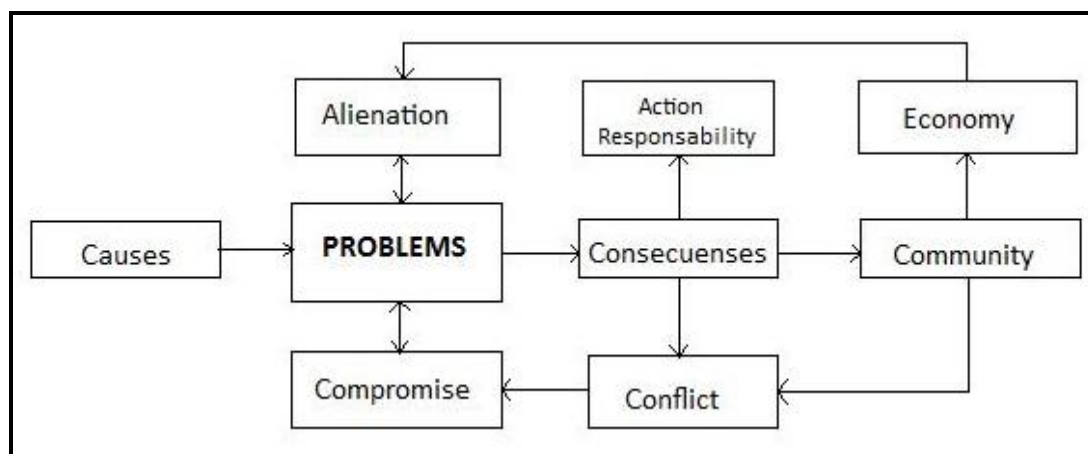


Figure 2. Community problems scheme (Onea D., 2011)

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